

ABSTRACT OF THE DISLCOSURE

The present invention is directed to an organic electro-luminescence device that is adaptive for improving the reliability of an electro-luminescence cell, and a method and apparatus for driving the same. An organic electro-luminescence device according to an embodiment of the present invention includes a plurality of column lines supplied with data; a plurality of row lines crossing the column lines for selecting a scan line; an electro-luminescence cell formed at each pixel area between the column lines and the row lines; and a cell drive voltage source for applying a drive voltage to the electro-luminescence cell, and wherein a cathode terminal of the electro-luminescence cell is selectively connected to a common voltage source and a ground voltage source to have a reverse bias voltage applied.